

# What is IN<sup>3</sup> Spain?

IN<sup>3</sup> (pronounced "IN-cubed") is a major entrepreneurship event organized by the U.S. Embassy in Spain in partnership with the Chamberí Valley Association, a group of leading Spanish entrepreneurs. IN<sup>3</sup> is the first-ever event at Campus Madrid, a new Google space, from June 18-20, 2015. IN<sup>3</sup> connects a select group of talented individuals from Spain and the United States representing the three key components of a successful entrepreneurial ecosystem – INnovators, INvestors and INstitutions – to help young companies grow and succeed in the international marketplace. The goal of the event is to promote entrepreneurship, increase investment in new businesses, and strengthen the connections between the U.S. and Spanish innovation ecosystems.

As Spain emerges from the global economic crisis, the organizing partners recognize that entrepreneurship can provide employment and new economic opportunities for young people. The United States government strongly believes that entrepreneurship can empower young people and equip them with a path out of unemployment, a means to determine their own economic future, and the ability to create jobs. The promotion of entrepreneurship as a driver of job creation, economic growth, opportunity, and innovation is a key U.S. foreign policy goal. IN<sup>3</sup> event supports these goals here in Spain as part of President Obama's global

entrepreneurship efforts and the White House Spark Global Entrepreneurship Initiative.

## Why Spain?

Spain is the fifth largest economy in Europe and, with its remarkable recovery, is set to lead the Eurozone in GDP growth in 2015. Spain has a strong tradition of creativity and innovation, and Spaniards are world-renowned for their talent and entrepreneurial spirit in the culinary arts and fashion. This spirit of ingenuity equally applies to Spain's budding tech sector, which is gaining recognition world-wide and has been favorably compared to the Silicon Valley of the 1970s.

In addition, thanks to language and cultural ties, Spain offers international companies and investors a convenient entry point for European, Latin American, and even African markets.

In the past few years Spain has seen explosive growth in the entrepreneurial sector. As of this year, Spain boasts over 5,000 startups, 700 incubators and co-working spaces that support entrepreneurs across the country. The increased interest in entrepreneurial activity has directly benefited Spain's growing tech sector. Venture Capital funding in Spain increased by 40% from 2013 to 2014, and over €110 million has already been invested in 2015. Over 75% of this VC investment went toward digital and hi-tech

companies. These investments are paying off: Spanish exits have increased from just 2 in 2012 to 20 in 2014.

Now that Spain's start-up scene has been firmly established, young Spanish companies, particularly those in the technology sector, are ready to scale-up internationally. That is why this year's **IN<sup>3</sup>** conference is focusing on building on the success of Spain's innovative tech companies. These companies are breaking out of the start-up phase and are primed and ready to expand worldwide, creating jobs and attracting new investment to Spain.

## **What results are expected from IN<sup>3</sup> Spain?**

The goal of **IN<sup>3</sup>** is to promote entrepreneurship, increase investment in new businesses, and strengthen the connections between the U.S. and Spanish innovation ecosystems. The organizers also hope the event inspires the next generation of Spanish entrepreneurs to pursue their dreams.

**IN<sup>3</sup>** is an opportunity for INnovators, INvestors and INstitutions to interact and learn from each other in order to help young companies grow and succeed in the international marketplace.

- **For Innovators:** **IN<sup>3</sup>** will provide entrepreneurs the opportunity to

hear from leading tech companies, investors, and their fellow participants on how to overcome the challenges that can inhibit business growth. U.S. and Spanish innovators will also have the chance to explore areas of potential collaboration and learn from each other on the best ways to expand into new markets.

- **For Investors:** Investors will meet proven Spanish companies ready to scale-up internationally and explore Spain as a platform for entry into European and Latin American markets.

- **For Institutions:** IN<sup>3</sup> will provide a forum where entrepreneurs and policy makers can exchange ideas on the best ways to promote the creation of new businesses and help successful companies grow. Institutional partners from both the U.S. and Spain will share ideas on how to encourage innovation-led economic growth and learn what small- and medium-sized enterprises (SMEs) need to succeed.

## Who is organizing IN<sup>3</sup>?

IN<sup>3</sup> is a collaborative effort of the U.S. Embassy in Madrid, the Chamberí Valley Association, and Google's Campus Madrid.

The promotion of entrepreneurship as a driver of job creation, economic growth, opportunity, and innovation is a key U.S. foreign policy goal. The United States strongly believes that entrepreneurship

can empower young people and equip them with a path out of unemployment and a means to determine their own economic future. **IN<sup>3</sup>** supports President Obama's global entrepreneurship efforts here in Spain and is one of the many initiatives undertaken by the U.S. Mission to Spain to promote collaboration among entrepreneurs, investors and institutions in both countries.

Chamberí Valley is a non-profit organization that aims to facilitate relationships between entrepreneurs in Madrid's Chamberí neighborhood and, by extension, the entire city. The idea behind Chamberí Valley is to establish close and deep connections between the different stakeholders of the startup ecosystem in Spain. **IN<sup>3</sup>** represents the ideal situation to extend these relationships to U.S. entrepreneurs and to share ideas and relevant learning experiences from both ecosystems.

Google Campus Madrid is a space open to the entire entrepreneurial community where entrepreneurs can connect, learn and create business that we hope will change the world.

## **About our Sponsors**

Google for Entrepreneurs empowers entrepreneurs around the world through programs, partnerships, and Google products. With over 70

programs in 120 countries, Google for Entrepreneurs seeks to grow entrepreneurial communities and to equip entrepreneurs with skills and resources to pursue their big ideas.

To learn about the programs, or to grow your own skills through free online courses, visit [Google.com/entrepreneurs](http://Google.com/entrepreneurs), on Google+ at [google.com/+GoogleForEntrepreneurs](http://google.com/+GoogleForEntrepreneurs).

Banco Santander (SAN.MC, STD.N, BNC.LN) is a retail and commercial bank, based in Spain, with a presence in 10 main markets. Santander is the largest bank in the euro zone by market capitalization.

Founded in 1857, Santander had EUR 1.43 trillion in managed funds, 12,950 branches – more than any other international bank – and 185,400 employees at the close of 2014. It is the largest financial group in Spain and Latin America. It also has significant positions in the United Kingdom, Portugal, Germany, Poland and the northeast United States. In 2014 Santander made an attributable profit of EUR 5,816 million, 39% more than the previous year.

MasterCard is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for

everyone.

BBVA is a customer-centric global financial services group founded in 1857. The Group has a solid position in Spain, it is the largest financial institution in Mexico and it has leading franchises in South America and the Sunbelt Region of the United States. Its diversified business is focused on high-growth markets and it relies on technology as a key sustainable competitive advantage. Corporate responsibility is at the core of its business model. BBVA fosters financial education and inclusion, and supports scientific research and culture. It operates with the highest integrity, a long-term vision and applies the best practices. The Group is present in the main sustainability indexes.

Capital Group was founded in 1931 after the Great Depression by Jonathan Lovelace, an entrepreneur who at the time had a vision about active asset management based on fundamental company research. After years of successfully running as a local, American family owned asset manager, in the 1950s we started to become a global player, expanding our presence to Europe and Asia. Along our 80 years of history, innovation has been also a part of our path. We have participated in a number of milestones in our industry: as an example in the 1960s we created the MSCI indices, now the reference indices of the industry. Also more recently in 1986 we launched the first global EM fund of the industry. 84 years after the launch of the

company by Jonathan Lovelace in Los Angeles, Capital Group is one of the largest asset managers in the industry with \$1,4 trillion of AUM and a global presence. The vision and culture set by our founder remains untouchable: Capital is a privately owned company, owned by 450 partners all working for the firm, and aims to provide superior long term investment results for our clients.

The J. Walter Thompson Company, the world's best-known marketing communications brand, has been creating pioneering solutions that build enduring brands and business for more than 150 years. Headquartered in New York, J. Walter Thompson Company was founded in 1864 and is a true global network with more than 200 offices in over 90 countries, employing nearly 10,000 marketing professionals. Today under the leadership of Worldwide CEO Gustavo Martínez, the company has evolved to include several global networks including J. Walter Thompson Worldwide and Mirum. Mirum is a new agency whose principles are deeply rooted in innovation, design, data, marketing and technology to drive business transformation. For more information, please visit [www.jwt.com](http://www.jwt.com) and [www.mirumagency.com](http://www.mirumagency.com).

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 billion-



dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com).

The Blackstone Charitable Foundation was founded at the time of Blackstone's initial public offering in 2007 with substantial commitments from the Firm's employees. Influenced by the enterprising heritage of the firm and its founders, The Blackstone Charitable Foundation is directing its resources and applying the intellectual capital of the firm to foster entrepreneurship in targeted regions globally. Through its investment expertise across several asset classes and geographies, Blackstone has a unique perspective on the global economy and a heightened understanding of how entrepreneurial activity is often the crucial catalyst in the growth of

successful businesses, industries and communities.

CVNE (Compañía Vinícola del Norte de España) is one of the most renowned and historic bodegas in all of Spain. Founded in 1879 by the Real de Asúa brothers, Eusebio and Raimundo, the company has been an integral part of the Rioja region's ascendance in the world of fine wine. With their combination of traditional roots and innovative vision, CVNE has been one of Rioja's most reliable sources for high quality wine. The company is still run by descendants of the Real de Asúa brothers, now represented by the fifth generation with current CEO Victor Urrutia Ybarra.

Today, CVNE is comprised of three separate bodegas: Cune, Viña Real, and Contino. Each of the three estates produces a distinct style of wine from a distinct terroir, and each of their flagship bottlings occupies a well-deserved place in the pantheon of great Spanish wine.

Comunica + A is the first Spanish Marketing (BTL) services agency in number of employees, managed turnover and number of campaigns a year. It is also one of the first agencies with Spanish capital. The Agency was founded in 1997 by the Antoñanzas brothers under the slogan "No sell, no worth". In these fifteen years Comunica + A has worked for more than 60 clients leaders in their sectors (Adeslas, Amena.com, Banco Santander, BP Oil Spain, Endesa, Mutua Madrid, Orange ...). It also has a team of over 260 professionals in Spain who

perform an average of 1,100 campaigns a year and has a presence in five countries (Spain, Portugal, Peru, Mexico, Chile and France). Comunica + A offers a 360 service: advertising, promotion and direct marketing, events, retail, alternative channels (online and mobile marketing).

Notegraphy is the first social posting app designed specifically for agencies, brands, celebrities, events and end-users to beautifully and instantly connect to their communities. Notegraphy dramatically increases follower engagement with brands through its brilliantly designed collections of Brand and Public Filters that make writing beautiful in just one click. In addition, Notegraphy's powerful backend lets marketers track likes, followers, shares, impressions and engagement in real time. Notegraphy is backed by over \$1M in funding from VC and angel investors including Kibo Ventures, Spain's top VC firm, and led by some of the most extraordinary design talent in the world. Available on iOS and Android on mobile and desktop, Notegraphy helps brands be noteworthy.

ATRESMEDIA is one of the leading media groups in Spain through its different business lines: Television (Antena 3, laSexta, Neox, Nova and Gol TV), Radio (Onda Cero, Europa FM and Melodía FM), Cinema (Atresmedia Cine), the Internet (Atresmedia Digital) and Advertising (Atresmedia Publicidad).

## Produced by

Opinno is a global innovation consultancy. It transforms organizations through design, prototyping and validation of new products, services and business models, using lean development and open innovation methodologies.

## Interview Opportunities

### Hosts

**James Costos** @JamesCostos

**U.S. Ambassador to Spain and Andorra** @USembassyMadrid

James Costos has been Ambassador to Spain and Andorra since 2013. Prior to his appointment, Ambassador Costos was a corporate leader and executive in the international retail and international entertainment industries including TOD'S and HBO, responsible for global positioning, external relations, marketing and communications.

He is a passionate supporter of humanitarian organizations, including the Human Rights Campaign, and a strong advocate for cultural institutions and cultural diplomacy.

**Aquilino Peña** @Aquilino

**Founding Partner of Kibo Ventures and Chamberi Valley  
Member**

@KiboVentures @chamberivalley

Aquilino Peña has been linked to the interactive industry since the late 90's as an entrepreneur, co-founding Submarino.com and as an executive in several fields: e-commerce, content, and interactive marketing. He is Founding Partner of one of the most active Venture Capital funds in Spain, Kibo Ventures, with over 30 investees in Spain and the United States. Additionally, he is recognized as a leader in the interactive industry. Mr. Peña was part of the founding team of the Institute for the Internet Development. He has also served as President of the Interactive Advertising Bureau (IAB), Executive Director of the European Advertising Association (EIAA) and is a member of Chamberí Valley and the board of Adigital (Spanish Association of Digital Economy), among others.

**Sofia Benjumea** @sofiabenjumea

**Director of Campus Madrid**

For the last three years, Sofia has been involved in the Spanish entrepreneurial community, as Founder of Spain Startup and as CEO

of The South Summit event. Before joining Spain Startup she was Business Development Manager at Comunica+A and Digital Project Manager for Infoempleo. Additionally, she has experience in media outlets with networks such as CNN and Antena 3.

## Institutions

**María Contreras-Sweet** @MCS4Biz

Administrator of the Small and Medium Business

Administration @SBAgov

Maria Contreras-Sweet became the 24th Administrator of the U.S. Small Business Administration and a member of President Obama's Cabinet on April 7, 2014. Contreras-Sweet is a successful entrepreneur, business executive, and state cabinet official. Throughout her career in the public and private sector, she has been a champion of diversity, access to capital and equal opportunity for all Americans.

## Innovators

**Sergio Álvarez** @saleiva

Head of Product of CartoDB @cartoDB

Sergio is Chief Product Officer at CartoDB; in this capacity he manages the product team and works on product design. He has spent years bridging the designer-developer divide and making products to improve the way that decisions are made. He has a background in computer science and currently researches data visualization, information design, and interface design with a special focus on geo-information, map related visualizations, and geospatial data interaction. In 2009, Sergio co-founded Vizzuality, a company dedicated to visualization, analysis, and cloud-based services for big amounts of data, with offices in Madrid and New York.

**Miguel Arias** @mike\_arias

COO of CartoDB @cartoDB

Miguel Arias is an experienced serial entrepreneur and tech startup investor. He is also an active business angel, investing in Internet based start-ups in Spain. He founded Chamberi Valley, the leading network of consolidated tech entrepreneurs in Madrid.

**Alexis Bonte** @alexisbonte

Co-Founder and CEO of e-Republik Labs @erepubliklabs

Alexis Bonte is a Co-Founder and CEO of eRepublik Labs, a free to

play games pioneer with offices in Dublin, London, Madrid and Bucharest. Prior to eRepublik Labs, Bonte was with lastminute.com for 6 years, right up to its \$1,1 billion trade sale to Sabre in 2005.

**Gonzalo Castellano** @Gcastellanob

**Co-Founder and CEO of Saluspot** @saluspot

Gonzalo is the Co-Founder and CEO of Saluspot, an online community that provides online answers from medical experts to any health related question for free, anytime and anywhere. He currently serves as a member of Vitamina K, a venture capital firm based in Madrid. He is Co-Founder of Groupon Spain and Portugal. Before this, he worked as a consultant for Accenture. Gonzalo received an international MBA from the Instituto Empresa and attended Wharton's Global Consulting Practicum.

**Jesús Encinar** @JesusEncinar

**Founder of idealista.com** @idealista

Jesús Encinar is the Founder and CEO of idealista.com, the largest Spanish property website, and 11870.com. He is also associate director of Rentalia and Toprural and shareholder in



asesorsegueros.com and rockola.fm. He was named Young Global Leader in 2008.

**Leila Janah** @leila\_c

**Founder and CEO of Samasource** @Samasource

Leila Janah is the Founder and CEO of Sama Group and an award-winning social entrepreneur. She was a founding Director of Incentives for Global Health, an initiative to increase R&D spending for diseases affecting the economically disadvantaged.

**David Janka** @davidjanka

**Design Thinking Consultant and Creative Strategist, Teaching Faculty at Stanford D.school** @stanforddschool

David Janka is a lecturer, innovation consultant, and medical device entrepreneur interested in the intersection of design with healthcare and social entrepreneurship. Janka joined the d.school as a fellow, serving on the teaching teams for Design Thinking Bootcamp and Design for Extreme Affordability.

**Phil Libin** @plibin

**CEO of Evernote** @evernote

Phil Libin is the CEO of Evernote. He is an entrepreneur who has led two Internet companies from the very beginning to proven commercial success, and helped three others through rapid growth. Phil founded and served as president of CoreStreet, and was the founder and CEO of Engine 5, a leading Boston-based Internet software development company.

**Pedro Moneo** @pedromoneo

**Founder & CEO of Opinno** @opinno

Pedro Moneo is the Founder and CEO of Opinno, a global innovation consultancy. It transforms organizations through design, prototyping and validation of new products, services and business models, using lean development and open innovation methodology.

**Francisco Polo** @franciscopolo

**Country Director of change.org** @change\_es

Francisco Polo is the director of Change.org in Spain. Change.org is

the world's largest platform for social change, empowering people everywhere to create the change they want to see and enabling companies and elected officials to engage in dialogue with their constituents. Spain is the country with the largest proportion of Change.org users in the world. He is the founder of Actuable.es, the Spanish petition platform that merged with Change.org in 2012. He's been awarded with the Baeza Diversa Award, given by the city of Baeza to those who have contributed to defend and spread the LGBT rights.

Michael S. Smith

**Michael S. Smith INC @Michaelsmithinc**

Michael S. Smith is a different kind of designer: one that successfully merges the worlds of entrepreneurship and design to create a powerful and lasting impression. Considered one of today's most original and respected talents, Smith's impressive portfolio includes prestigious clients in the finance, entertainment, fashion, media and real estate industries. His Jasper Furniture and Fabric Collection launched in 2005 and is sold around the world. Smith has long-standing product design partnerships with premier international brands including: Kallista, Ann Sacks Tile, Visual Comfort, Brown Jordan and Brunschwig & Fils. He owns and operates a 10,000 square foot, multiline showroom in Los Angeles, California, and is the author

of four best-selling interior design books with a fifth slated to be released in the Fall of 2015. In 2009, Smith was selected by President Barack Obama to redesign the private quarters of the White House and Oval Office; and, in 2010 he was appointed by President Obama to the Committee for the Preservation of the White House.

Over his career, Smith has received many significant industry awards including being named multiple times to Architectural Digest's "The AD 100" and Designer of the Year by Elle Décor. He serves on the Board of Trustees of Otis College of Art and Design and has co-chaired the American Friends of the Olympia International Fine Art and Antique Fair.

**David Troya @troyadavid**

**Founder and CEO of Glamping Hub @GlampingHub**

David Troya is Founder and CEO of Glamping Hub, a Seville-based startup that has become the leading booking portal for luxury camping accommodations. The company raised a €1 million Series A round from Axon Partners Group. In June 2013, Glamping Hub was selected as Young StartUp of the Month by Entrepreneur Magazine and was selected a StartUp with The Progress of StartUp Chile Gen. 6.

**Harry West** @hwest2020

**CEO of Frog** @frogdesign

Harry has over two decades of global strategy and innovation leadership and specializes in translating powerful ideas into products, services and brand experiences that grow business and improve people's lives. Prior to Frog he was CEO of Continuum and an Associate Professor of Mechanical Engineering at MIT, where he founded the Mechatronics Design Laboratory and the International Design Congress.

## **Investors**

**Leslie Jump** @lajump

**Founder & CEO of Startup Angels** @StartupAngelsCo

Leslie has over 25 years of experience building, advising, and investing in new companies, products, and brands across the globe. She is the founder and CEO of Startup Angels, a platform that inspires and enables new angel investors around the world.

## **Víctor Matarranz**

**Senior Executive Vice-President, Head of Group Strategy and Executive Chairman's Office of Banco Santander**

**@bancosantander**

Víctor Matarranz is Senior Executive Vice President, Head of Group Strategy and Executive Chairman's Office at Banco Santander. He also leads the Santander Fintech Fund, with \$100m to invest in Fintech ventures.

## **Gustavo Martínez @Gustavo\_JWT**

**CEO of J Walter Thompson Worldwide @JWT\_Worldwide**

Gustavo Martínez is the Worldwide Chairman and CEO of J. Walter Thompson Company, the world's best-known marketing communications brand. Martínez is the first Hispanic CEO of a global advertising agency. Martinez joined J. Walter Thompson Company from McCann Worldgroup, where he was President, Europe and Asia. Prior to McCann, Martínez spent 10 years at Ogilvy & Mather in multiple senior management positions.

## **Amy Stursberg**

**Executive Director, Black Charitable Foundation @Blackstone**

Amy Stursberg serves as Executive Director of the Blackstone Charitable Foundation, where she has overseen and led Blackstone's Entrepreneurship Initiative, bringing four innovative programs to twenty states across the country.

**Martin Varsavsky @martinvars Founder of Fon @Fon**

Martin Varsavsky is an entrepreneur and the founder of seven telecommunications and new media companies, including Viatel, Jazztel, Einsteinet and Ya.com over the course of his career, including his most current venture, Fon.

**Gustavo Vinacua @gvinacua**

**Director of Innovation Centers and Open Innovations  
at BBVA @CIBBVA**

Gustavo has been leading projects in technology, telecommunications and retail sectors for more than fifteen years. He has extensive experience in business development, marketing and

innovation gained at management positions in Ericsson, Amena, France Telecom and a top tier global R&D institution. In parallel he has developed his entrepreneurial activity launching several startups in Latin America and globally. He often mentors others ventures and has an active role in fostering entrepreneurial ecosystem evolution.